

EDITORIALS

The Tax Story

Angry criticism of a HERALD story published last Sunday which explained the distribution of the tax dollar collected from Torrance taxpayers was voiced this week by School Superintendent J. H. Hull.

Hull lashed out at the report that 47 per cent of the tax dollar went for schools.

The \$3.44 that comes out of the Torrance tax of \$7.27 to support schools did not take into account the 57 cents awarded to maintain El Camino College, Hull said in a published statement on the story. This reduces to \$2.87 the amount that the Torrance Unified School District receives from property taxes to maintain schools, he said.

The schools have no other source of income other than property taxes, his statement continued. He pointed out that the city had other sources of income and cited parking meter funds, gasoline taxes, sales tax, airport income, license fees, and parking and traffic fines.

To set the record straight, here is the tables of estimated revenues prepared by Dr. Hull in submitting his 1957-58 budget to the school board:

Estimated Beginning Balance \$729,822

STATE INCOME

State Elementary ADA	2,626,910
State Secondary ADA	405,600
State Growth Funds	386,412
Final Apportionment	3,500
Transportation	15,000
Sight Saving	6,000
Transportation for Physically Handicapped	8,400
Home Teachers	4,000
Special Class Point 1	10,500
Special Class Point 2	8,800
Driver Training	18,000
TOTAL INCOME FROM STATE	\$3,493,122

FEDERAL INCOME

Public Law 874	\$195,240
Vocational Education	1,000
TOTAL INCOME FROM FEDERAL GOV.	\$196,240
TOTAL INCOME FROM STATE AND FEDERAL SOURCES	\$3,689,362

DISTRICT INCOME

District Taxes (secured)	\$3,264,000
District Taxes (unsecured)	106,800
Special Retirement Tax (classified)	93,508
Special Retirement Tax (certified)	152,683
Solvent Credits Tax	5,000
Prior Years Taxes	25,000
Miscellaneous Income	30,000
Tuition Transfers	6,000
TOTAL DISTRICT INCOME	\$3,682,991
STATE AND FEDERAL INCOME	3,689,362
TOTAL ESTIMATED INCOME	\$7,372,353

To set the record straight on another score, the story did not emanate from city hall, it was prepared on the initiative of the HERALD to tell Torrance taxpayers where their money went.

The HERALD's report that 47 per cent of the tax dollars went for schools, 26 per cent to Los Angeles County, 17 per cent to the city of Torrance, and the balance to flood control, sanitation, and water district funds stands unrefuted.

FROM THE MAILBOX by Our Readers

Some Thank You's

More Sundials

Thank you for your editorial expression on "Sun Dials and Science" in the Torrance Herald and for publishing letters from people in the community with respect to same.

Thanks, also, for the excellent spread on school construction in your Nov. 21 issue.

J. H. HULL

School Superintendent

on Sunday, Nov. 17, in The Herald. It certainly seemed to be very fairly handled.

I know how easy it would have been to use the story in a different, more "sensational" way, which could have adversely affected Scouting in Torrance and been very demoralizing for the thousands of Boy Scouts in the Torrance area.

On behalf of Scouting, please accept my thanks for being so fair to the Boy Scouts and Scout leaders of Torrance.

POLLY REED RUEHLIN, Director of Publicity,

More on 'Scouts'

Please accept my sincere thanks for your handling of the "Bandits Masquerade as Scouts" story which appeared

I Can't Quite Get Used To It



YOUR PROBLEMS by Ann Landers

Just Checking the Reaction

Dear Ann: I've had the shock of my life and must check my reaction with a sensible person. Maybe I'm the one who is cracked.

My girl friend's parents are planning a big wedding. I don't object to this, but the way they are issuing invitations is making me ill. They have a ledger book in which they've kept track of all the wedding, baby and anniversary gifts they've sent in the past 10 years. Each gift is described and the amount has been carefully recorded.

They are inviting people they haven't seen in years merely to get a gift. I don't want people at a sacred ceremony just because they're good prospects for a present. My parents think this is outrageous but since they're not paying for the wedding they refuse to voice their feelings.

My fiancée has gone along with her folks. She says they've been very generous givers and now is their chance to cash in. I say this is lousy. She says it's practical. What do YOU say?—MIKE

I say it's "lousy", too. Is this girl getting married for love—or to get even?

Such commercialism is nauseating. Since the folks have excellent records it's a wonder they don't send a bill with the invitation, based on what THEY spent.

Unfortunately, there's nothing you can do about it, since they're putting on the raid—I mean wedding. Let's hope they operate this business at a profit or you'll never hear the end of it.

Dear Ann: You've answered lots of tough questions but I'll bet this one will stump you. I'm a good looking woman (not gorgeous) who wants very much to be married again.

I've gone out with several likely prospects, but the minute they learn I'm a divorcee there's trouble. They dedicate themselves to breaking down my virtue. Why does a man figure that a woman who has been married should be grateful for any crumb? Why do they always say "you have nothing to lose."

I'm getting tired of wrestling matches in taxi-cabs. Do you think perhaps if I didn't mention my unfortunate marriage it would be different?

As I was driving to work in one of our recent "pea soups" I was struck that this was one of the few times in my life when I had the feeling of being absolutely alone in an entirely different world. It was almost like being the central character in a movie in which I had died and gone to heaven and was wandering among the clouds.

When fog drops its shimmering curtain over the earth, it erases all familiar landmarks and, in fact, everything but you and whatever

happens to be close by. As far as you can tell, there isn't another living creature within miles. It's almost as if you were on another planet.

Have you ever noticed the quiet which descends when fog covers the landscape. It muffles many of the small, ordinarily unnoticed noises which punctuate our daily living. When these noises are silenced, we are aware that something is missing, but are not quite sure just what.

The feeling isn't the same that you get when it's dark, because even then, you usually can distinguish shapes and outlines. The dark is somewhat menacing because it is black. On the other hand, fog is shimmering and bright, with its tiny droplets which catch and reflect each ray of light. It is not as frightening, because it is more unfamiliar, unless you have watched too many mystery movies which took place on the Scottish Moors.

riage that these men would behave better? Please give me some help.—VETERAN OF DOMESTIC WARS

Dear Vet: It isn't fair to delete such a vital part of your biography. Eventually you'd have to set the record straight and if you wait it will look as if you've been misrepresenting.

Perhaps if you were more judicious in your selection of gentleman friends you would not wind up with so many 30-handed jerks. There must be some hint of a man's intention before he declares open warfare in a taxi-cab.

Dear Ann: My husband's nephew is spoiling our marriage. This child is the most destructive and irritating brat I've ever seen. He tells his grandparents to shut up and screams until he gets his way.

He has walked on my furniture with muddy shoes, drawn pictures on the living room walls, driven his tricycle into my coffee table and put peanuts and candy in the fish-bowl.

When I told my husband that I was going to grab that kid one of these days and teach him a thing or two, he said I'd better not lay a hand on him because he is NOT my child. Must I put up with this disgusting behavior forever? It's making a nervous wreck out of me.—BETH P.

Your husband should not expect you to sit in silence and permit this junior tornado to wreck your home.

You have a right to tell your sister-in-law that this wild animal she's raising is not welcome in your home until he learns how to behave—and your husband should support you to the hilt. He does the nephew no favor when he keeps quiet about such antics and permits the child to think his behavior is acceptable. Where did you say the parents were, anyway?

CONFIDENTIAL: SMART COOKIE: You could out-smart yourself, Cookie. His "small coronary" may spell the difference between a "life of ease" and sheer misery. Think it over.

(Ann Landers will be happy to help you with your problems. Send them to her in care of the HERALD and enclose a stamped, self-addressed envelope.) (C) 1957, Field Enterprises, Inc.

Saints are sinners who keep on trying.—Robert Louis Stevenson.

REYNOLDS KNIGHT

Construction Boom Goes On

In midtown Manhattan, or in the downtown financial district, it's difficult to escape the clatter of the rock drill or the rat-a-tat of the riveting hammer.

A five-minute walk will take you to one or more holes in the ground where new-building foundations are being carved, or along a sidewalk shed-shrouded to protect pedestrians from construction work overhead as a new steel and concrete giant arises.

On a smaller scale, of course, the signs of industrial construction's three-year-old boom are evident in a score or more of cities across the nation. Here and there, tight money has choked off a few new projects, but construction of office buildings and warehouses still is topping in 1956 by 10 per cent or better.

The office-building boom has been fed not solely by realtors' speculation that the public will rent or buy new space for "newness" sake. In most instances, it stems from the realization by major corporations that operations can be carried on more efficiently and economically in custom-tailored quarters.

HOME OF ITS OWN—Typical of firms outgrowing quarters that were deemed adequate a few short years ago is CIT Financial Corp., the nation's largest consumer and industrial financing firm.

CIT was born in 1908 in a back office of a St. Louis walkup building. For the last 31 years its headquarters have been at One Park Ave. in New York. Just recently, approaching its 50th anniversary, CIT moved into its own ultra-modern building at 650 Madison Ave., a handsome structure designed for maximum efficiency as well as for beauty and comfort.

Executive offices for CIT and a number of its operating subsidiaries occupy the entire building except for two ground-floor spaces leased to

a bank and an investment broker. One full floor is devoted to employ activities—a cafeteria, private dining rooms, lounges, meeting rooms, and an auditorium.

Year-round air conditioning, the rule in new construction, is not the only improvement of the new building over the old. An electrostatic air-cleaning system, a public address system, flush lighting, acoustically engineered interiors, and a master television antenna with complete wiring for both black-and-white and color TV installations are some of the innovations. The building is wired and stressed to accommodate any foreseeable addition of electronic office equipment.

THINGS TO COME—You can develop your golf swing in your own living room, using your own golf clubs, thanks to a clever indicator device calibrated to show how far the ball would have traveled on a full-scale fairway... Flexible "light bulbs" are not far off. They're made by applying a phosphor coating to glass, metal or plastic panels treated to conduct electricity... An electric door locking system allows the driver or a front seat passenger to lock or unlock all four doors of the car at the touch of a button.

ACCELERATED ADVERTISING—"Every advertisement of consumer goods should have a picture of the package to remind the consumer what to watch for in shopping," according to Gustav L. Nordstrom, executive director of the Folding Paper Box Assn.

Pointing out that a well designed package is one of the least expensive and most powerful forms of advertising, Nordstrom says the package also should repeat the advertising copy theme to assure identification at the point of purchase.

Nordstrom contends that

mass marketing, as typified by the supermarket, is changing the whole concept of advertising of consumer goods. He urges closer cooperation between advertising and packaging to take advantage of the shift to self-service.

"With many products," he says, "the package is more important than the product it contains. Advertising campaigns should recognize that, with an increasing number of consumer goods, the package is the only salesman the customer ever sees."

AUTOMATION—Whoever coined the word automation meant it to describe a process of super-mechanization whereby machines regulate machines without the intervention of human hands. However, the word has been seized upon as describing something entirely new—and, to some, something threatening. It is of course neither new nor threatening.

The National Industrial Conference Board reports that a survey of 130 companies reveals that automation is contributing to a nationwide shift from manual labor to white-collar jobs. The proportion of workers engaged in direct production labor has declined during the last three years, but these decreases were balanced by increases in non-factory employment, the survey showed.

The most familiar example of automation is the dial telephone. It has not cut employment by the telephone companies, and without it, modern telephone service would be impossible.

BITS O' BUSINESS—Cash dividend payments by corporations issuing reports totaled \$9 billion for the first 10 months of 1957, some three and one-half per cent more than the like period of 1956... Flu-induced boomlet: drug store sales in September were up 10 per cent from the 1956 month and in October they zoomed 20 per cent above the previous year.

THE SQUIREL CAGE by Reid Bundy

He's Stuck With Bumper Crop

Les DeMott says he isn't sure the reports about predicted bumper turkeys crops prior to Thanksgiving should be given such serious consideration. Regardless of the crop, that's the part he always gets, he reports. The bumper.

Advertising pays, merchants have been told since the earliest days of the art, and Jim McCorry, who operates a barbecue restaurant at Clewiston, Fla., has been sold on the idea, apparently.

McCorry reports he has cabled Soviet Premier Bulganin asking for advertising space on the outside of the first Russian rocket to the moon.

He didn't say anything about a reply, so we can't tell you what the rates are yet.

Editor Jim Crockett of the Torrance Lions Club Bulletin says a man doesn't know what hard luck is until he

buys a new suit with two pairs of pants—then burns a hole in the coat.

Received my first Christmas card this week from none other than John Morley, THE HERALD's travelist correspondent. His card this year has the heading, "Our favorite speech in any language..."

And it follows with the quotation, "And Peace on Earth to Men of Goodwill," you know.

LAW IN ACTION

About 'Fine Print'

Your signature on a contract, say to buy a car, means that you know and agree to its terms. And a court can enforce them.

But, alas, how many sign such a paper—only to find out afterwards about "fine print."

Just don't sign a contract you don't understand. If the other fellow can't tell you, have him re-write the contract so that you can understand it, or, better check with your lawyer before—not after—you sign.

Well, anyway, the California legislature this year took out after the fine print in contracts to buy cars on time and on tickets for parking your car in a lot.

The new California law calls for the seller to give you a copy of your contract to buy a car which, if printed, must be six-point type or better. (Like this paragraph.)

Under the new law such contracts for cars must be in writing setting out, among other things: The top interest and carrying charges, the times and the amounts of each installment, the names of everybody who is liable under the contract. (If the car is repossessed, they must get a five-day notice before the car is sold; so that if they want, any of them may pay off the contract.)

Since you often fail to read your parking lot ticket, the lawmakers call for such contracts—for your ticket is a "bailment" contract—to be in ten-point type (like this

in English, French, German, Russian, Polish, Finnish, Italian, Czech, Swedish, Dutch, Chinese, Japanese, Spanish, Armenian, Lithuanian, Turkish, Rumanian (Swiss), Greek, and Korean.

Speaking of Christmas, we note that fewer and fewer dads of our circle will have to stuff a pillow under their coats to play the role of Santa this year. Inflation, you know.

paragraph). And it must carry a caption: THIS CONTRACT LIMITS OUR LIABILITY—READ IT.

What's more, a copy of the contract must be posted conspicuously at each entrance of the parking place.

So the war is on against the fine print. But fine or big, read your contracts before you sign. They set out your rights and duties, and the courts can enforce them, once there is a "meeting of the minds" as indicated by your signature.

Torrance Herald

Established Jan. 1, 1914

National Member of California Newspaper Publishers Association. Publication office and plant at 1619 Gramercy Ave., Torrance, Calif.

Published Semi-Weekly, Thursday and Sunday. Entered as second class matter January 30, 1914, at Post Office, Torrance, California, under act of March 3, 1879.

Adjusted a legal Newspaper by Superior Court, Los Angeles County, Adjudicated Decree No. 21847, March 30, 1927.

STAR GAZER

By CLAY R. POLLAN
Your Daily Activity Guide According to the Stars.

To develop message for Sunday, read words corresponding to numbers of your Zodiac birth sign.

1 You	31 Behind	61 Front
2 Play	32 Starting	62 Judgment
3 Charm	33 Charm	63 Sulk
4 Confused	34 Year	64 Shouted
5 Put	35 For	65 Bloom
6 Year	36 Of	66 Personal
7 Thoughts	37 Spouse's	67 Now
8 Could	38 Might	68 Personal
9 Make	39 A	69 Bely
10 Serious	40 Heom	70 Be
11 Love	41 Fulfillment	71 Ambitions
12 Put	42 Should	72 Now
13 Year	43 Be	73 Postponed
14 Visits	44 And	74 From
15 Up	45 Tongue	75 On
16 A	46 Of	76 Are
17 Change	47 A	77 Today
18 If	48 Something	78 Now
19 Slandered	49 Is	79 Year
20 Traveling	50 Of	80 Practical
21 All	51 Social	81 Intuition
22 Your	52 Come	82 Like
23 You've	53 Especially	83 An
24 Radical	54 The	84 Likely
25 Romance	55 Likely	85 Of
26 Of	56 Paper	86 Project
27 Day	57 Into	87 Superior
28 Shipping	58 Paper	88 Bluntly
29 Vines	59 Full	89 Outing
30 Check	60 Of	90 New
		91 New
		92 If
		93-97 35-47
		94-98 83-97

YOU, TOO, ... can be Santa Claus to children everywhere. Your Christmas Seal contribution will help protect their future from tuberculosis. Buy and use Christmas Seals.

BUY AND USE CHRISTMAS SEALS